



# Tips for Summer Success

Summer 2010

A newsletter about increasing participation in your  
Summer Food Service Program

## *Congratulations, Sponsors!*

Montana has ranked **#5** in the nation for increasing participation in the Summer Food Service Program. From 2008 – 2009, participation increased by 14.6%.

*Read the full report here:*

[http://www.frac.org/pdf/summer\\_report\\_2010.pdf](http://www.frac.org/pdf/summer_report_2010.pdf)

Still, only 16 out of every 100 kids eating free or reduced price school meals also eat free meals during the summer. You can help increase this number by using some of the resources outlined in this newsletter.

*Thank you for your continued commitment to feeding children during the summer!*

## Resource #1:

USDA – Outreach Toolkit for Sponsors and Feeding Sites  
[www.fns.usda.gov/cnd/summer/library/toolkit.pdf](http://www.fns.usda.gov/cnd/summer/library/toolkit.pdf)

This user-friendly toolkit provides templates for outreach materials and covers topics like:

- What is outreach?
- Outreach to families and children
- Outreach to the media
- Outreach to community organizations



Distributed by:  
**Montana  
Office of Public Instruction**  
Denise Juneau, State Superintendent



# Tips for Summer Success

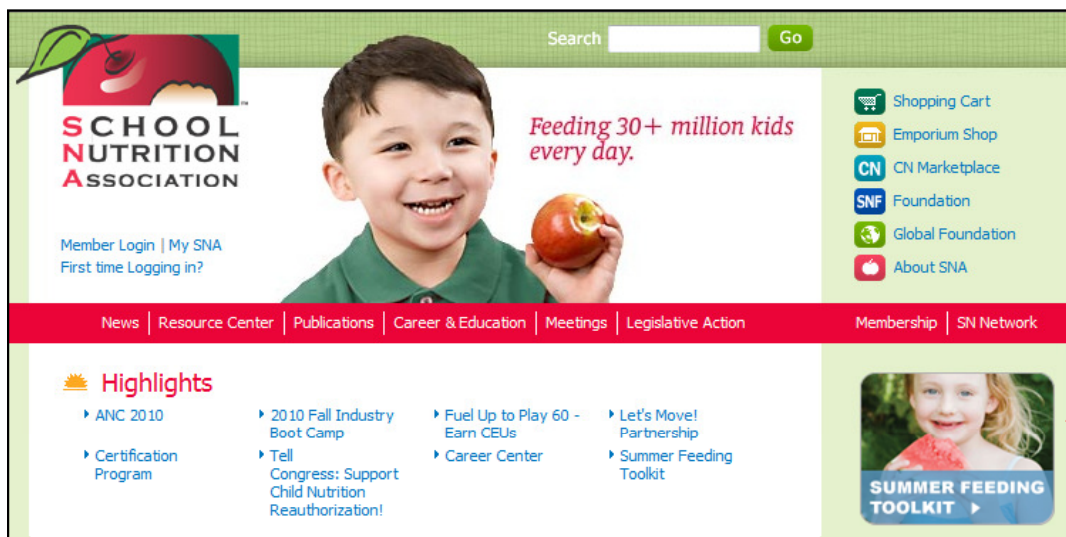
Summer 2010

## Resource #2:

**School Nutrition Association – Summer Feeding Toolkit**  
**[www.schoolnutrition.org](http://www.schoolnutrition.org)**

Includes ways to promote your program:

- Brochures for parents
- Activity sheets
- Talking points for the media



## Resource #3:

**National Hunger Clearinghouse – Hunger Hotline**  
**[www.whyhunger.org/nhc](http://www.whyhunger.org/nhc)**

You can increase participation at your feeding site by registering it in the National Hunger clearinghouse, which operates a Hunger Hotline that provides referrals to families that need food help. Registration is easy and only takes a few minutes. Please visit the link below or call the toll-free Hunger Hotline at 1-866-348-6479 (1-866-3-HUNGRY) to register your feeding site.

**Tips to register online:**

- Visit [www.whyhunger.org/resources/resource-directory.html](http://www.whyhunger.org/resources/resource-directory.html)
- Scroll down, click on "Join the Resource Directory" under the Organizations heading.
- Complete the form with information about your organization or program.
- Make sure to include "Summer Food Site" with your program's name in the "Organization Name" box.
- For the "What primary service categories apply to your organization?" question, check children's services and food assistance.
- If you have trouble with any part of the registration process, please call the Hunger Hotline for assistance.

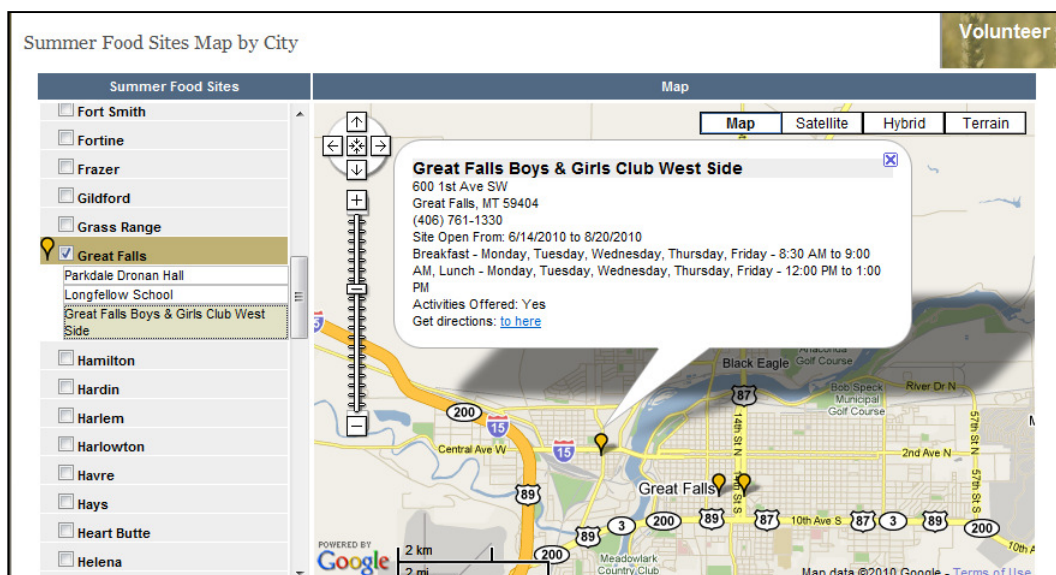
Thank you to the  
Montana Food Bank Network  
for their contributions to  
Summer Food outreach!

## Resource #4:

### Montana Food Bank Network – Summer Food Service Program Site Map

[www.mfbn.org/summerfoodmt](http://www.mfbn.org/summerfoodmt)

- View sites by city or county
- Listings for each site include: street address, phone number, dates and times of operation, and meals provided



## Resource #5:

### Montana Food Bank Network – Customizable Outreach Materials

[www.mfbn.org/summerfoodoutreach](http://www.mfbn.org/summerfoodoutreach)

- Customize and print materials for your site
- Simply enter your information into the fields of the PDF
- Materials include: Parent letters, flyers, bookmarks, and door hangers



The Summer Food Service Program  
*Food that's in when school is out!!*

Summer meals are available to all kids age 18 and younger at no cost. To eat, no sign-up required—just show up.

**Where?**  
<Insert Site Name>  
<Insert Site Address>

**When?**  
<Insert Dates of Service>  
<Insert Days of the Week Meals Are Served>

**What Time?**  
<Insert Meals Served and Times>  
Example- Breakfast: 9-10 am Lunch: 12-1pm

**Activities Offered:**  
<Insert Activities Offered>

For More Information please call:  
<Insert Contact Phone Number>

In accordance with Federal law and U.S. Department of Agriculture policy, this program is prohibited from discriminating on the basis of race, color, national origin, sex, or age. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer.





# What's New on Let's Move!

## Serve.gov launches Let's Read. Let's Move.

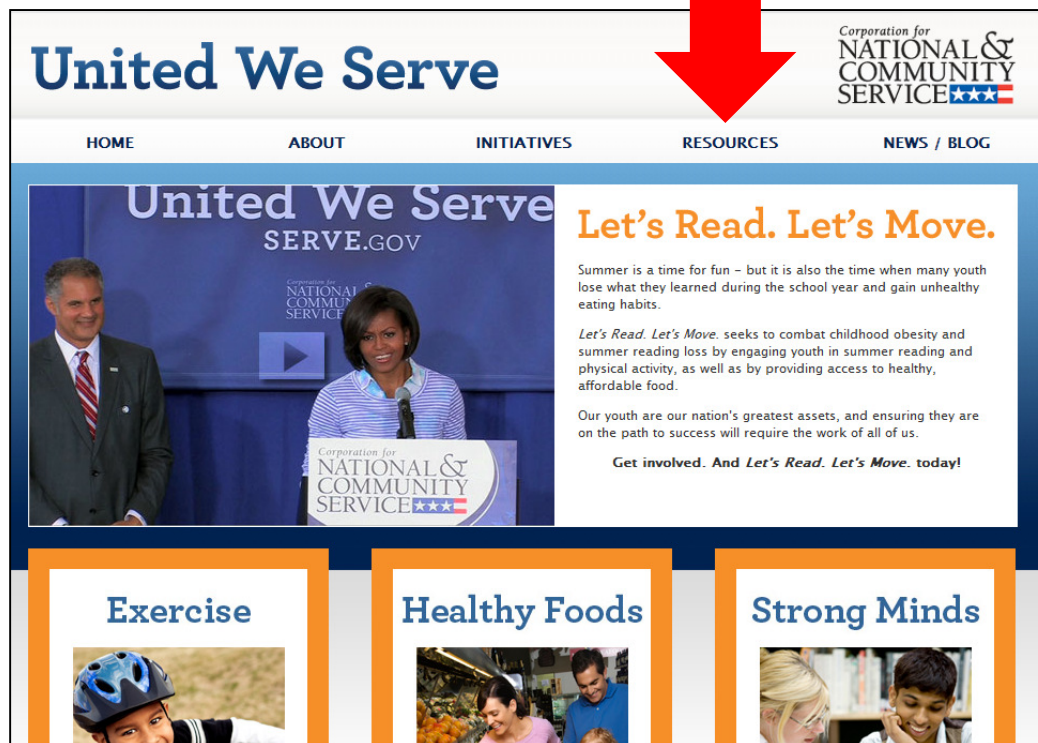
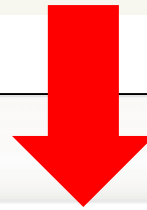
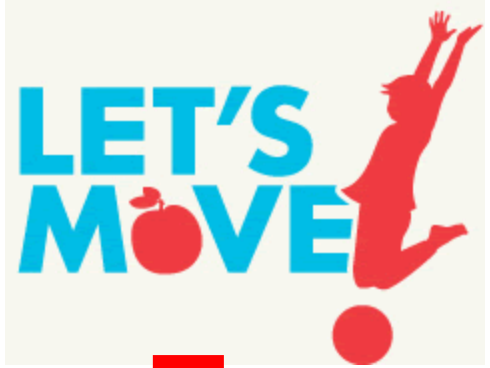
Summer is a time for fun - but it is also the time when many youth lose what they learned during the school year and gain unhealthy eating habits.

Let's Read. Let's Move. seeks to combat childhood obesity and summer reading loss by engaging youth in summer reading and physical activity, as well as by providing access to healthy, affordable food.

<http://serve.gov/lrlm.asp> gives ideas on how to help kids exercise, eat healthy, and continue reading over the summer.

You can also find valuable toolkits under "Resources" » "Toolkits" on how to:

- Read with children
- Organize a book drive
- Support community gardens
- Start a walking team
- Promote back to school health
- Support local food banks
- Organize a clothing drive
- Create your own project



# Thank you, WDA!

## Western Dairy Association provides Summer Food banners to select sites



We thank our partners at the WDA for supporting summer food outreach.

This photo was taken at Hardin High School.

*Have an excellent summer!*

If you have questions about any of these resources, please contact OPI School Nutrition Programs at (406) 444-2501.